



# Hospitality Entrepreneurship Occupations Labor Market Information Report Monterey Peninsula College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research  
January 2021

## Recommendation

Based on all available data, there appears to be an “undersupply” of Hospitality Entrepreneurship workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz counties). There is a projected annual gap of about 2,825 students in the Bay region and 186 students in the SC-Monterey Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1307.10 -Restaurant and Food Services and Management programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Monterey Peninsula College and in the region.

This report profiles Hospitality Entrepreneurship Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Monterey Peninsula College.

- **Food Service Managers (11-9051):** Plan, direct, or coordinate activities of an organization or department that serves food and beverages. Excludes “Chefs and Head Cooks” (35-1011).  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 36 %
- **Lodging Managers (11-9081):** Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations. Excludes “Food Service Managers” (11-9051) in lodging establishments.  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 33 %
- **Meeting, Convention, and Event Planners (13-1121):** Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 20 %

## Occupational Demand

**Table 1. Employment Outlook for Hospitality Entrepreneurship Occupations in Bay Region**

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Food Service Managers	14,836	15,559	723	5%	9471	1,894	\$18.82	\$26.62
Lodging Managers	1,484	1,523	39	3%	858	172	\$22.99	\$34.91
Meeting, Convention, and Event Planners	5,964	6,442	478	8%	3989	798	\$22.96	\$29.61
<b>Total</b>	<b>22,284</b>	<b>23,524</b>	<b>1,240</b>	<b>6%</b>	<b>14,318</b>	<b>2,864</b>	<b>\$20.21</b>	<b>\$27.97</b>

Source: EMSI 2020.4

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma counties

**Table 2. Employment Outlook for Hospitality Entrepreneurship Occupations in SC-Monterey Sub-region**

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Food Service Managers	894	925	31	3%	564	113	\$15.94	\$23.85
Lodging Managers	260	271	11	4%	153	31	\$17.62	\$20.44
Meeting, Convention, and Event Planners	319	342	23	7%	210	42	\$17.01	\$21.08
<b>Total</b>	<b>1,473</b>	<b>1,538</b>	<b>65</b>	<b>4%</b>	<b>927</b>	<b>186</b>	<b>\$16.47</b>	<b>\$22.65</b>

Source: EMSI 2020.4

**SC-Monterey Sub-Region includes:** Monterey, San Benito, and Santa Cruz counties

### Job Postings in Bay Region and SC-Monterey Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Dec 2019-Nov 2020)**

Occupation	Bay Region	SC-Monterey
Food Service Managers	7,847	409
Meeting, Convention, and Event Planners	1795	58
Lodging Managers	959	98

Source: Burning Glass

**Table 4a. Top Job Titles for Hospitality Entrepreneurship Occupations for latest 12 months (Dec 2019-Nov 2020)**

#### Bay Region

Title	Bay	Title	Bay
General Manager	861	Kitchen Manager	98
Assistant Manager	621	Event Manager	97
Assistant General Manager	469	Catering Coordinator	88
Restaurant Manager	393	Planner	72
Restaurant General Manager	231	Department Manager	70
Shift Manager	181	Certified Dietary Manager	62
Event Coordinator	165	Dining Room Manager	53
Restaurant Assistant Manager	105	Service Manager	51
Manager	103	Food & Beverage Manager	43

Source: Burning Glass

**Table 4b. Top Job Titles for Hospitality Entrepreneurship Occupations for latest 12 months (Dec 2019-Nov 2020)  
SC-Monterey Sub-Region**

Title	SC-Monterey	Title	SC-Monterey
General Manager	61	KFC General Manager	9
Assistant Manager	29	KFC Assistant Restaurant Manager	9
Assistant General Manager	29	Restaurant Manager - , - Ba	8
Shift Manager	18	Food Service Manager	8
Restaurant Manager	17	Manager On Duty Mod	7
Bulk Deli Cheese Manager	11	Food And Beverage Manager	7
Manager On Duty	10	Restaurant Manager - -Central Coast, - Bay Area	6
Department Manager	10	Juice Bar Manager	6
Restaurant General Manager	9	Guest Services Manager	5

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Hospitality Entrepreneurship Workers in Bay Region**

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2019)	Jobs in Industry (2024)	% Change (2019-24)	% Occupation Group in Industry (2019)
Full-Service Restaurants	4354	4479	3%	19%
Limited-Service Restaurants	3079	3201	4%	14%
Hotels (except Casino Hotels) and Motels	2002	2015	1%	9%
Food Service Contractors	1823	1899	4%	8%
Caterers	1555	1677	8%	7%
Snack and Nonalcoholic Beverage Bars	1139	1280	12%	5%
Mobile Food Services	727	841	16%	3%
Corporate, Subsidiary, and Regional Managing Offices	506	488	-4%	2%
Office Administrative Services	256	283	11%	1%
Local Government, Excluding Education and Hospitals	236	246	4%	1%

Source: EMSI 2020.4

**Table 6. Top Employers Posting Hospitality Entrepreneurship Occupations in Bay Region and SC-Monterey Sub-Region (Dec 2019-Nov 2020)**

Employers	Bay	Employer	SC-Monterey
Taco Bell	244	McDonald's	28
Marriott International Incorporated	240	Taco Bell	22
McDonald's	221	Hyatt	21
Panda Express	212	Panda Express	19
Panera Bread	210	KFC	18
Compass Group North America	181	El Super	13
BJs Restaurants Incorporated	157	Aramark	11
Chipotle Mexican Grill	142	Pizza Hut	9

Employers	Bay	Employer	SC-Monterey
Restaurant Depot	140	Pebble Beach Resorts	9
Shake Shack	136	Motel 6/Studio 6	7
Burger King	121	La Playa Carmel By The Sea	7
Jetro Holdings, Llc	116	Burger King	7
Pizza Hut	92	Marriott International Incorporated	6
Buffalo Wild Wings	86	Denny's	6

Source: Burning Glass

## Educational Supply

There are four (4) community colleges in the Bay Region issuing 39 awards on average annually (last 3 years ending 2018-19) on TOP 1307.10 -Restaurant and Food Services and Management. In the SC-Monterey Sub-Region, there are no community colleges issuing awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 1307.10 -Restaurant and Food Services and Management in Bay Region**

College	Subregion	Associate	Certificate Low	Total
Diablo Valley	East Bay	0	12	12
Mission	Silicon Valley	0	14	14
San Francisco	Mid-Peninsula	6	0	6
Santa Rosa	North Bay	2	5	7
<b>Total</b>		<b>8</b>	<b>31</b>	<b>39</b>

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 2,864 annual openings for the Hospitality Entrepreneurship occupational cluster and 39 annual (3-year average) awards for an annual undersupply of 2,825 students. In the SC-Monterey Sub-Region, there is also a gap with 186 annual openings and no annual (3-year average) awards for an annual undersupply of 186 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1307.10 -Restaurant and Food Services and Management**

2017-18	Bay All CTE Program	MPC All CTE Program	State 1307.10	Bay 1307.10	SC-Monterey 1307.10	MPC 1307.10
% Employed Four Quarters After Exit	67%	76%	65%	73%	84%	84%
Median Quarterly Earning Two Quarters After Exit	\$11,466	\$16,279	\$6,441	\$9,678	\$11,075	\$11,075
Median % Change in Earning	31%	23%	42%	55%	62%	62%
% of Students Earning a Living Wage	53%	73%	39%	42%	61%	61%

Source: Launchboard Pipeline (version available on August 2020)

## Skills, Certifications and Education

**Table 9. Top Skills for Hospitality Entrepreneurship Occupations in Bay Region (Dec 2019-Nov 2020)**

Skill	Posting	Skill	Posting
Scheduling	2,994	Cash Handling	734
Restaurant Management	2,837	Supervisory Skills	732
Budgeting	2,397	Food Preparation	694
Customer Service	1,846	Food Service Experience	673
Guest Services	1,741	Restaurant Operations	628
Cost Control	1,499	Repair	624
Food Safety	1,392	Inventory Management	618
Staff Management	1,370	Administrative Functions	572
Restaurant Experience	964	Customer Contact	571
Cooking	950	Purchasing	558
Event Planning	867	Lifting Ability	539
Retail Industry Knowledge	846	Inventory Control	510
Cleaning	794	Project Management	510
Sales	789	Quality Management	497

Source: Burning Glass

**Table 10. Certifications for Hospitality Entrepreneurship Occupations in Bay Region (Dec 2019-Nov 2020)**

Skill	Posting	Skill	Posting
ServSafe	1,444	Alcohol Awareness Certification	35
Driver's License	1,272	Certified Meeting Professional (CMP)	33
Food Handler Certification	300	Certified in Production and Inventory Management (CPIM)	23
Food Service Certification	210	Alcohol Safety	22
Certified Dietary Manager	142	American Production and Inventory Control Society (APICS) Certification	18
First Aid Cpr Aed	69	Certified Event Planner	16
Registered Dietitian	62	Certified Meeting Planner	15
Food Safety Manager Certification	47	Project Management Certification	14
Security Clearance	36	Certified Food Protection Professional	11
Training For Intervention Procedures (TIPS) Certification	35	Project Management Professional (PMP)	10

Source: Burning Glass

Note: 72% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

**Table 11. Education Requirements for Hospitality Entrepreneurship Occupations in Bay Region (Dec 2019-Nov 2020)**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	2916	55%
Associate's degree	457	9%
Bachelor's degree	1899	36%

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
Master's degree or higher	33	1%

Source: Burning Glass

Note: 50% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

## Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

## Contacts

For more information, please contact:

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